

# Policy and procedure writing

Course for companies

Live online

**Who is it for?**

Any team who have to write or edit policy and procedure documents for their organisation.

**Delivery**

We deliver this course live online.

**Participant numbers**

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

**Course length**

Flexible – typically two half-days of training plus a half-day of coaching sessions.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888**

**[info@writing-skills.com](mailto:info@writing-skills.com)**

25 years



of better writing

## Unclear policy and procedure documents can easily be misunderstood or ignored.

This can lead to inconsistencies, inefficiencies and bad feeling – it could even leave you open to legal action.

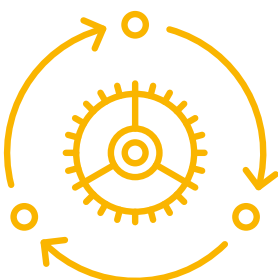
But with clear, active and specific writing, every employee will know where they stand and how they should act in any professional situation at your organisation.

On this course, we'll show your team how to write policies and procedures that will keep your business running smoothly as you work towards your objectives.

## Tailored to your needs

The training will be as unique as your organisation. To develop the materials for your course, we'll consult with you and create exercises and worksheets based on real examples of your policy and procedure documents. This means you can be sure the training will be relevant to your team's jobs – and they can be sure of how to apply the techniques as soon as they're back at their desks.

And if you're looking to overhaul your current collection of policies and procedures, we can also work with you to edit your existing documents and templates.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

## Tailored virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

## Learning objectives

On this course, your team will learn how to:

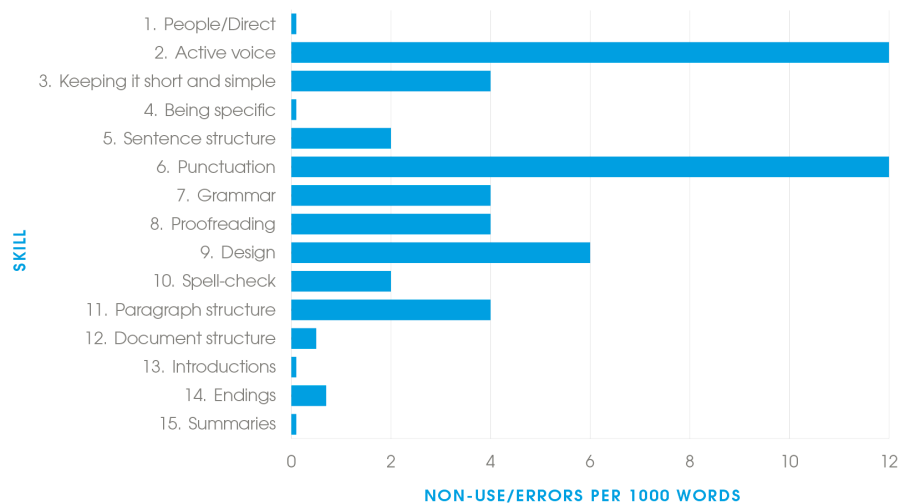
- ✓ set clear objectives and profile their readers
- ✓ identify and communicate key messages
- ✓ ensure they include the right information and level of detail
- ✓ create a logical structure for policies and procedures
- ✓ strip out needless waffle and use jargon well
- ✓ write in clear, active language for documents that people will read and understand
- ✓ use specific language to avoid ambiguity and misunderstandings
- ✓ write subheadings that guide and engage the reader
- ✓ create consistent documents with clear formatting and design
- ✓ make documents accessible
- ✓ be accurate with grammar and punctuation
- ✓ proofread documents for errors.



## Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

After the group training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 1,000 organisations worldwide, including:



Example programme

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9.30-12.30

## Effective planning and structure

Introduction and course overview

Why good policy and procedure writing is essential

Producing reader-centred documents

- ☑ Putting the reader first
- ☑ Setting clear objectives
- ☑ Establishing the key messages

Policies, procedures and instructions

- ☑ What's the difference?
- ☑ Practical guidance

Getting the structure right

Assembling the facts

Classifying the information

- ☑ What to include and leave out

Making the information flow

Managing multiple contributions and version control

9.30-12.30

## Clear, reader-friendly writing

Introduction and recap

Writing accessible policies and procedures

- ☑ Getting the tone right
- ☑ Making your writing active
- ☑ Writing in plain English
- ☑ Structuring your sentences for easy reading

Using specific language

- ☑ Avoiding ambiguity
- ☑ Must, should or may

Creating consistency with design and formatting

Checking for accuracy

- ☑ Confident grammar and punctuation
- ☑ Effective proofreading

13.30-17.00

## Individual coaching and analysis feedback

### Build your programme: optional follow-up

#### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

#### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)